



*Women Motorcyclists  
Helping Women with the  
Challenges of Cancer.*

*we give back to women's charities*

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**SPONSOR PACKAGES**

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**JUNE 15-17, 2023**

# Who We Are

The Mid-Atlantic Women's Motorcycle Rally (MAWMR) began in 1993 with a vision of creating an empowering community for women motorcyclists. After our founder's best friend was diagnosed with breast cancer, the Rally evolved to have a two-fold mission: empower women riders and fundraise in support of women who are dealing with the challenges of cancer. We host an annual rally, now in its 31st year, bringing riders and enthusiasts from all across the U.S. for a three-day weekend filled with rides, motivational speakers, workshops, off-bike activities, auctions, vendors, evening parties, our Parade of Chrome and culminates in our closing banquet & ceremonies. Over 4,000 women have come to our Rally over the years helping to raise close to \$400,000 for local cancer charities. Women are the fastest growing segment in the motorcycle industry, the Rally continues to reach into our community with the hope of reaching every women rider to empower, share resources, network, fundraise, and host an amazing annual Rally to bring us together to show our strength in numbers.

The Mid-Atlantic Women's Motorcycle Rally, a 501(c)3 organization, is first and foremost about creating a positive environment for women motorcyclists, and is the largest, longest running, all-women rally of its kind.

# Investing in Hope

The charities we support provide direct emotional and financial assistance to those affected by cancer.

- **Pink Out Women's Cancer Fund.** Pink Out's goal is simply to lighten the financial burden of women undergoing treatment for breast, cervical, ovarian, and endometrial cancers. The fund is a 501(c)3 to assist with non-medical, daily living expenses such as rent, food and utilities and other items such as wigs, prostheses and special garments that are not covered by medical insurance.
- **Help For Oncology Problems & Emotional Support.** H.O.P.E.'s goal is to support cancer patients and their families through providing transportation, home delivery of meals, gift certificates, and access to support groups and resource materials. No request is too big or too small if it alleviates the extra strain that cancer places on families' daily activities. H.O.P.E is a 501(c)3 organization

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*"Cancer affects all of us, whether you're a daughter, mother, sister, friend, coworker, doctor, or patient."*

*—Jennifer Aniston*

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# Why Sponsor MAWMR?

As a non-profit that seeks to keep the Rally affordable for all women, it is imperative that we have sponsors for our event to off-set costs. In exchange, we work hard to create an environment where your products and/or services have maximum exposure before, during and after the event. Your support will provide funding to help our cause of helping women beat cancer and create an empowering environment for women riders while showing your support for the fastest growing segment of riders, women.

The percentage of women riders has greatly increased, especially within the past five years. Women have a significant impact in the motorcycle community, purchasing their own motorcycles, related products and gear. Our sponsors reach 300+ attendees who will have a local economic impact of over \$150,000, over 1,300 women on our distribution lists, and many more from our online presence.

- **JOIN THE MOVEMENT** to empower and inspire women riders.
- **GIVE BACK** to your community by helping those who need it most.
- **INCREASE** your brand exposure and elevate your corporate identity within the community.
- **STRENGTHEN** your company's reputation as a good corporate citizen to your customers, employees, and community.

# Event Sponsorship Opportunities

SPONSOR LEVELS	
<b>DIAMOND - Reserved for Manufacturer Demos – please contact for info \$1,000 + Demo Truck</b>	
<b>PLATINUM - \$2,500   GOLD - \$1,000   SILVER - \$500   BRONZE – In-Kind Donations</b>	
Donations are accepted for our auctions, and beverages & snacks for the hospitality room and evening parties.	
DIAMOND SPONSOR - \$1,000 + DEMO TRUCK	
Recognition as a <b>DIAMOND SPONSOR</b> promoted throughout the event. Name and Logo Recognition as Follows:	
Package 1: Thursday Night Pool Party	
<ul style="list-style-type: none"> <li>Thursday night pool party sponsorship including the ability to pass out specialized information or swag, logo on main rally banners &amp; sponsor banner, top billing on sponsor web pages (www.mawmr.org), registration page and all printed rally materials. Logo inclusion on all external communications. Specialized emails to Rally list available.</li> </ul>	
Package 2: Friday Night Entertainment & Party	
<ul style="list-style-type: none"> <li>Friday band &amp; party sponsorship including the ability to pass out specialized information or swag, logo on main rally banners &amp; sponsor banner, top billing on sponsor web pages (www.mawmr.org), registration page and all printed rally materials. Logo inclusion on all external communications. Specialized emails to Rally list available.</li> </ul>	
Package 3: Saturday Banquet	
<ul style="list-style-type: none"> <li>Saturday banquet sponsorship includes the ability to pass out specialized information or swag, logo on main rally banners &amp; sponsor banner, top billing on sponsor web pages (www.mawmr.org), registration page and all printed rally materials. Logo inclusion on all external communications. Specialized emails to Rally list available.</li> </ul>	
PLATINUM SPONSOR—\$2,500	
Recognition as a <b>PLATINUM SPONSOR</b> promoted throughout the event. Name and Logo Recognition as Follows:	
Package 4: Friday Night Auction Sponsor	
<ul style="list-style-type: none"> <li>Keynote speaker sponsorship, logo on main rally banners &amp; sponsor banner, above the fold billing on sponsor web pages (www.mawmr.org), registration page and all printed rally materials. Logo inclusion on all external communications.</li> </ul>	
Package 5: Banquet & Keynote Speaker Saturday Night	
<ul style="list-style-type: none"> <li>Keynote speaker sponsor, logo on main rally banners &amp; sponsor banner, logo on sponsor web pages (www.mawmr.org) and registration page and all printed rally materials. Ability to set up/donate/product at/to The Rally Logo inclusion on all external communications.</li> </ul>	

## **GOLD SPONSOR—\$1,000**

Recognition as a **GOLD SPONSOR** promoted throughout the event. Name and Logo Recognition as Follows:

### **Package 6: Workshops Sponsor**

- Workshops on finance, law, crafts, motorcycle repair and anything in between. Logo on main rally banners and on sponsor web pages. Logo inclusion on all external communications.

### **Package 7: Biker Games and Prizes Sponsor**

- Games played both on and off motorcycles. Logo on main rally banners and on sponsor web pages. Logo inclusion on all external communications.

### **Package 8: Hospitality Room Sponsor**

- Logo on sponsor banner, sponsor web page and registration page. Logo inclusion on all external communications.

## **SILVER SPONSOR—\$500**

Recognition as a **SILVER SPONSOR** promoted throughout the event. Name and Logo Recognition as Follows:

### **Package 9: Ad-on Registration Site and Registration Confirmation Emails**

- Logo on sponsor banner, sponsor web page and registration page. Logo inclusion on all external communications.

### **Package 10: Speaker Podium Signage**

- Logo on podium during Friday & Saturday events, sponsor banner, sponsor web page and registration page. Logo inclusion on all external communications.

## **BRONZE SPONSOR - IN-KIND DONATION**

In-kind donations, logo on sponsor pages and sponsor banner. Donations are accepted for our auctions, and beverages & snacks for the hospitality room and The Garage.

*All Sponsors can contribute brochures, flyers, coupons and gifts to our registration bags or Tricky Tray Auction. Logo inclusion on all external communications.*

LEVEL	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
Website Sponsor Page	X	X	X	X	X
Main Rally Banners	X	X	X		
External Communications	X	X	X	X	X
Goodie Bag Inclusion	X	X	X	X	X
Sponsor Banner	X	X	X	X	X
Registration Site	X	X	X		
Thursday Pool Party #1	X				
Friday Band & Party #2	X				
Saturday Banquet #3	X				
Auction & Friday Keynote		X			
Keynote Saturday		X			
Workshops			X		
Biker Games			X		
Hospitality Room			X		
Registration Advertisement				X	
Speaker Podium				X	

***Don't see what you need? We can custom craft a package for you. Reach out to us at [sponsor@mawmr.org](mailto:sponsor@mawmr.org).***

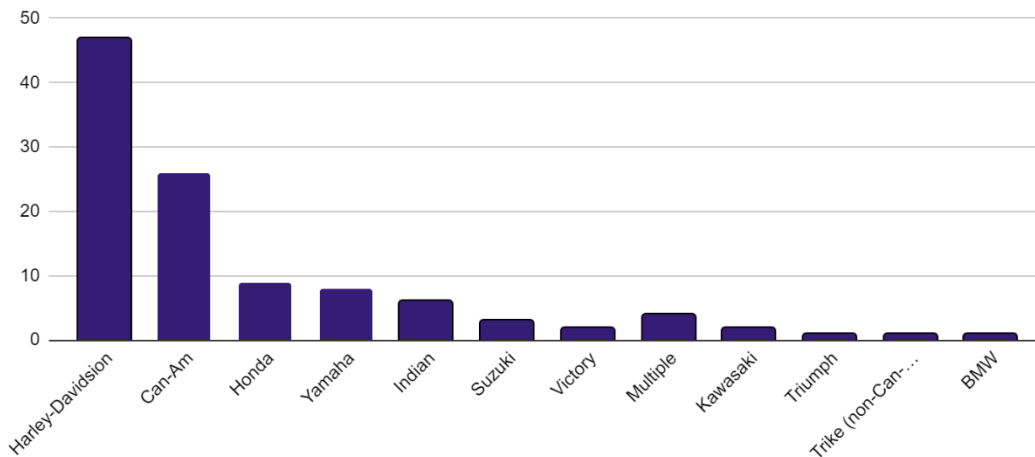
# Rally Facts

- Started in 1993, 2023 will be our 31st year for MAWMR.
- Over 4,000+ women have attended
- Attendees have raised over \$400,000 for women's cancer charities
- The Rally has been in 8 different cities and 4 different states
- 27% Average growth rate over the past 3 years and 9% over the past 8 years

## Event Demographics

- 94.6% rate the Rally Better with 70.5% Awesome!
- 93.6% of attendees plan to attend next year
- On average 100 new women attend each year
- 87.4% of attendees tell a friend about the event
- Attendees range from 18-66+
  - 26-35 – 2.7%
  - 36-45 – 4.5%
  - 46-55 – 35.1%
  - 56-65 – 36.9%
  - 66+ - 20.7%
- Motorcycle Data
  - 49% of participants ride and prefer American-made motorcycles
  - 65.8% of participants ride on two wheels
  - 31.5% of participants ride on three wheels where Can-Am riders are the largest portion of this group.
  - Our fastest growing segment of riders is those on three wheels

Attendee Motorcycles by Brand



Recognition and benefits outlined above is at the discretion of the Mid-Atlantic Women's Motorcycle Rally Board of Directors to implement to the extent of their local resources and capabilities.

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Please contact us for Event Sponsorship:

Mid-Atlantic Women's Motorcycle Rally  
[sponsor@mawmr.org](mailto:sponsor@mawmr.org) | [www.mawmr.org](http://www.mawmr.org)

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